



# MIAMI BEACH

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NO. LTC # 257-2007

## LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: November 7, 2007

SUBJECT: MUNICIPAL PARKING GARAGE RATE ADJUSTMENTS - UPDATE

As the Administration proceeded with the implementation of the recently approved changes in parking rates, an unintended consequence of the actual language changes in the ordinance was discovered. In making the special event rate change to \$15.00 and clarifying the policy for the first four hours of parking to remain at \$1.00 per hour, the ordinance created a condition for non-event days in which persons parking over 4 hours in duration would be subject to the new special event \$15.00 rate. The ordinance language worked fine for special event days, but does not deal appropriately with the non-event days. The impact is that persons parking for more than 4 hours on non-event days, typically employees on Lincoln Road that do not have monthly access cards, would have to pay the \$15.00 rate rather than the \$8.00 rate now being paid.

Clearly, the intent of the City Commission and the Administration was not to raise rates other than for special event days. The legislation was only intended to adjust the flat rate to \$15 for long term parkers such as event attendees.

The City's Parking Department is currently formulating a program to address this concern and has delayed full implementation of the ordinance provisions until the adjustment can also be implemented.

The program would allow those confirmed and bona fide employees (long term parkers) to continue pay an \$8.00 maximum daily rate in lieu of the \$15.00 maximum daily rate. The implementation of the program is contingent upon reprogramming and testing of the facilities' revenue control equipment to ensure its functionality. Once this initiative is determined to be operationally functional, a follow-up memorandum will be forwarded to the Mayor and Commission explaining the details of the program and its start date. The program is expected to be ready for implementation approximately by December 1.

While the program to adjust the rate impact is being developed, the special event rate will be partially implemented so as to minimize the overall revenue impact to the Parking fund. The \$15.00 flat event rate will be implemented on Friday, November 9, 2007, at all locations previously operated with a flat rate, all of which are surface parking lots. This includes: (1) the Preferred Parking Lot, located on Convention Center Drive and 18<sup>th</sup> Street; (2) Municipal Parking Lot P2 (Penrod's), located on Ocean Drive and South Pointe Drive; (3) Municipal Parking Lot P1 (South Pointe Park Lot), located at South Pointe Drive and Washington Avenue; (4) Municipal Parking Lot P16, located at Collins Avenue and 13<sup>th</sup> Street; and (5) Miami Beach Senior High School Parking Lot (overflow), as needed.

If you have any questions, please contact me or Saul Frances, Parking Director at (305) 673-7000, extension 6483.

JMG/PMC/SF

Garagerateadjustmentupdate2.ltc.doc.